

ABSTRACT

If a user 101 clicks a link to a specific URL (step 501), a terminal 102 transmits a content request to a content server 5 201 (step 502), and in parallel, starts a location measurement processing (step 203). Upon completion of the location measurement processing (step 204), the location measurement result thereof is maintained in a memory of the terminal 102 (step 503). If a link with a location measurement result 10 request is clicked by the user 101 (step 202), the terminal 102 gets a position of the terminal itself, and transmits a content request with location based information to the content server 201. Waiting time which the user feels when a location based information service is provided is thus reduced.